



WPVI-TV PHILADELPHIA
4100 City Line Ave.
PHILADELPHIA PA 19131

Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and

DATE: 10-04-2012 PAGE: 1 of 4

WATERFRONT STRATEGIES - 18914
1010 WISCONSIN AVE N.W.
WASHINGTON DC 20007

Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market
393969	07-24-2012	10-03-2012	2	HOUSE MAJORITY PAC	HOUSE MAJORITY PAC	POLITICALS	WPVI - PHILADELPHIA

Agency Est#			CMS #	Sales Office	Account Executive	Start Date	End Date	Billing							Package	Contract Title		
79 86 1430			239823	PHILADELPHIA	A. CLIFFORD	10-16-2012	10-22-2012	M (Broadcast Month, Cycle 1)							N	239823		
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$	
			Agency CPE: C : 79 P : 86 E : 1430															
1	10-16-2012	10-19-2012	09:00AM - 10:00AM	DAYTIME 9-10A WEEKKDAY (6912)	10	30		X	X	X	X			2	1,300	0	0	
2	10-22-2012	10-22-2012	09:00AM - 10:00AM	DAYTIME 9-10A WEEKKDAY (6912)	10	30	X							1	1,300	0	0	
3	10-16-2012	10-19-2012	10:00AM - 11:00AM	DAYTIME 10-11A WEEKDAY (6913)	10	30		X	X	X	X			2	1,000	0	0	
4	10-22-2012	10-22-2012	10:00AM - 11:00AM	DAYTIME 10-11A WEEKDAY (6913)	10	30	X							1	1,000	0	0	
5	10-16-2012	10-19-2012	11:00AM - 12:00PM	DAYTIME 11A-12P MO-FR (6914)	10	30		X	X	X	X			2	1,600	0	0	
6	10-22-2012	10-22-2012	11:00AM - 12:00PM	DAYTIME 11A-12P MO-FR (6914)	10	30	X							1	1,600	0	0	
7	10-16-2012	10-19-2012	12:00PM - 12:30PM	DAYTIME NOON NEWS WEEKDAY (6950)	10	30		X	X	X	X			2	2,000	0	0	
8	10-22-2012	10-22-2012	12:00PM - 12:30PM	DAYTIME NOON NEWS WEEKDAY (6950)	10	30	X							1	2,000	0	0	
9	10-16-2012	10-19-2012	12:30PM - 01:00PM	DAYTIME 1230-1P WEEKDAY (6951)	10	30		X	X	X	X			2	1,500	0	0	
10	10-22-2012	10-22-2012	12:30PM - 01:00PM	DAYTIME 1230-1P WEEKDAY (6951)	10	30	X							1	1,500	0	0	
11	10-21-2012	10-21-2012	10:00AM - 10:30AM	WEEKEND NWS 1130A-12P SU INSIDE STORY (7	10	30							X	1	800	0	0	
12	10-21-2012	10-21-2012	10:30AM - 11:30AM	WEEKEND NWS 1030-1130A SU THIS WEEK (705	10	30							X	1	5,000	0	0	
13	10-21-2012	10-21-2012	12:00PM - 01:00PM	WEEKEND NWS 12-1P SU (7060)	10	30							X	1	800	0	0	
14	10-16-2012	10-19-2012	05:00AM - 06:00AM	MORNING NEWS 5A MO-FR (6948)	10	30		X	X	X	X			4	1,000	0	0	
15	10-22-2012	10-22-2012	05:00AM - 06:00AM	MORNING NEWS 5A MO-FR (6948)	10	30	X							1	1,000	0	0	

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Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



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Agency Est# 79 86 1430		CMS # 239823	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-16-2012	End Date 10-22-2012	Billing M (Broadcast Month, Cycle 1)	Package N	Contract Title 239823								
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
Agency CPE: C : 79 P : 86 E : 1430																	
16	10-16-2012	10-19-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)	10	30		X	X	X	X			4	2,000	0	0
17	10-22-2012	10-22-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)	10	30	X							1	2,000	0	0
18	10-16-2012	10-19-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)	10	30		X	X	X	X			4	2,000	0	0
19	10-22-2012	10-22-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)	10	30	X							1	2,000	0	0
20	10-20-2012	10-20-2012	06:00AM - 08:00AM	WEEKEND NEWS 6-8A SA (6997)	10	30						X		1	800	0	0
21	10-20-2012	10-21-2012	08:00AM - 09:00AM	WEEKEND SA-SU GMA (6911)	10	30						X	X	1	2,000	0	0
22	10-20-2012	10-20-2012	09:00AM - 10:00AM	WEEKEND NWS 9-10A SA (10928)	10	30						X		1	1,900	0	0
23	10-21-2012	10-21-2012	06:00AM - 07:00AM	WEEKEND NWS 6-7A SU (7055)	10	30							X	1	600	0	0
24	10-21-2012	10-21-2012	07:00AM - 08:00AM	WEEKEND NWS 7-8A SU (7056)	10	30							X	1	750	0	0
25	10-21-2012	10-21-2012	08:00AM - 09:00AM	WEEKEND NWS GMA SU (7099)	10	30							X	1	2,000	0	0
26	10-21-2012	10-21-2012	09:00AM - 10:00AM	WEEKEND NWS 9-1030A SU (7057)	10	30							X	1	1,000	0	0
27	10-16-2012	10-21-2012	04:30AM - 04:59AM	MORNING NEWS 430-5AM MO-TH (7585)	10	30		X	X	X				3	400	0	0
28	10-16-2012	10-19-2012	04:00PM - 05:00PM	EARLY NEWS 4P MO-FR (7239)	10	30		X	X	X	X			3	1,400	0	0
29	10-16-2012	10-19-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)	10	30		X	X	X	X			3	2,600	0	0
30	10-22-2012	10-22-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)	10	30	X							1	2,600	0	0

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Agency Est# 79 86 1430		CMS # 239823	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-16-2012	End Date 10-22-2012	Billing M (Broadcast Month, Cycle 1)	Package N	Contract Title 239823								
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
			Agency CPE: C : 79 P : 86 E : 1430														
31	10-16-2012	10-19-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)	10	30		X	X	X	X			4	3,500	0	0
32	10-22-2012	10-22-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)	10	30	X							1	3,500	0	0
33	10-20-2012	10-21-2012	06:00PM - 07:30PM	WEEKEND NEWS SA-SU 6-730P (6990)	10	30						X	X	1	1,800	0	0
34	10-16-2012	10-18-2012	11:35PM - 12:02AM	LF NIGHTLINE 1135P LTC 1/7/13 (6970)	10	30		X	X	X				3	1,800	0	0
35	10-16-2012	10-21-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)	10	30		X	X	X	X		X	4	4,200	0	0
36	10-22-2012	10-22-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)	10	30	X							1	4,200	0	0
37	10-16-2012	10-19-2012	07:00PM - 08:00PM	ACCESS WEEKDAY (6991)	10	30		X	X	X	X			4	3,600	0	0
38	10-22-2012	10-22-2012	07:00PM - 08:00PM	ACCESS WEEKDAY (6991)	10	30	X							1	3,600	0	0
39	10-16-2012	10-16-2012	08:00PM - 09:00PM	PRIME TU8 (7014)	10	30		X						1	16,000	0	0
40	10-20-2012	10-20-2012	03:30PM - 07:00PM	COLLEGE FOOTBALL ABC SAT AFTERNOON (7220)	10	30						X		1	8,500	0	0
41	10-20-2012	10-20-2012	08:00PM - 11:30PM	COLLEGE FOOTBALL PRIME (7220)	10	30						X		1	5,000	0	0
42	10-21-2012	10-21-2012	04:30AM - 04:59AM	MORNING NEWS 430-5AM SUN (8161)	10	30							X	1	400	0	0
Contracted Gross Total:																0	0.00
Actual Gross Total:																0	0.00
Agency Commission:																	0.00
Net Total:																	0.00

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			Agency CPE: C : 79 P : 86 E : 1430																
Month/YR		Preempted		Made Good		Contract Total		Adjustments							Actual Total				
Oct 12		0.00		0.00		0.00		0.00							0.00				
TOTAL		0.00		0.00		0.00		0.00							0.00				
			Deleted																

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